Permit #F00027734

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00027734 **Type of Permit:** FILMING **Release Date:** 05/07/2010

Production Company NEW POP CULTURE PRODUCTIONS

Insured Company Name NEW POP CULTURE PRODUCTIONS

Contact Phone No. 1 212-846-3829
Contact Phone No. 2
Fax 212-846-2326
Address 1515 BROADWAY, ROOM 2290
NEW YORK, New York 10036

Production Title TO/OCHO CINCO PROMO

Type of Production Commercial - Standard

Producer Betsy Blakemore

Director Micha Perta

1st AD TBD TBD

Production Manager Steph Evans

FilmL.A. Coordinator Daniel Alvarez

Location Manager Dan Williams
Primary Phone Mobile - 310-704-4779
Secondary Phone Office - 212-846-8540

Location Assistant None None
Primary Phone Office - 212-846-8540
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$960.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,825.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00027734
Production Company NEW POP CULTURE PRODUCTIONS
Insured Company NEW POP CULTURE PRODUCTIONS
Production Title TO/OCHO CINCO PROMO

Location Manager Dan Williams
Primary Phone Mobile - 310-704-4779
Secondary Phone Office - 212-846-8540

Location Address 5441 Topanga Canyon Blvd, Woodland Hills, CA, 91367

Location Names

Location Type Gym

Location Description

Film Dates 5/8/2010 - 5/8/2010 05:00 - 21:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document New Pop Culture, Dan Williams.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	3
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	45
LA City UFSO assigned	25478

Filming Activities Interior Dialogue; Building open from 0700-2100; Equipment on sidewalk; Gym scene;

Jurisdiction **Political:** Los Angeles City - Council District 03 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes Activities and equipment placement on State streets/sidewalks requires a dual permit with CalTrans

Coordinator Note UFSO REQUIRED FROM 0700-2100 WHILE BUILDING IS OPEN TO THE PUBLIC

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of New PUR ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 5/7

New Pur

Representative's Signature

1515 Broadway

Representative's Name (Please Print)

NYC 10036

Representative's Title (Please Print)

Name of Principal (i.e. company name) (Please Print)

Dan Wilde

Dan Williams

Principal's Mailing Address (Please Print)

310 704 4779

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT FOR DISTRIBUTION